

## REMARKS

Claims 2, 17, 20 have been amended to clarify the subject matter regarded as the invention. Claims 2-21 are pending.

The Examiner has rejected claims 2-5, 17-18, and 20-21 under 35 USC 103(a) over Cheung in view of Walker. The Examiner has rejected claims 6-9 and 19 under 35 USC 103(a) over Cheung in view of Walker in view of Reichardt. The Examiner has rejected claims 8-10 and 14 under 35 USC 103(a) over Cheung in view of Walker in view of Bedingfield. The Examiner has rejected claims 11-13 under 35 USC 103(a) over Cheung in view of Walker in view of Ponte. The Examiner has rejected claims 15-16 under 35 USC 103(a) over Cheung in view of Walker in view of Tibbetts.

Cheung teaches managing search listings in a search database including one or more search listings for an advertiser. Walker teaches connecting a caller to a content provider through a prepaid account intermediary. Cheung and Walker do not teach, either singularly or in combination, crediting a portion less than the full amount of a corresponding selected listing bid amount “received from the advertiser for advertising the listing” as recited in claims 2, 17, and 20 as amended. Page 4 of the Office Action states, “Walker teaches revenue sharing among content providers and service providers.” However, the “revenue” of Walker is a fee charged to an end-user **caller** for use of the service, and consequently the “revenue” is not a bid amount received for **advertising** a listing. Paragraph [0019] of Walker recites, “the terms ‘content’ and ‘service’ shall be understood to include any tangible or intangible quantity provided to the caller.” As recited in claims 2, 17, and 20, the service is provided to the advertiser, not the user who views the listing. Therefore, claims 2, 17, and 20 are believed to be allowable.

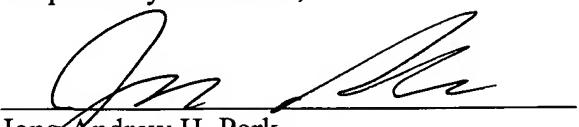
Claims 2-16 depend from claim 2 and are believed to be allowable for the same reasons described above.

Claims 18-19 depend from claim 17 and are believed to be allowable for the same reasons described above.

Reconsideration of the application and allowance of all claims are respectfully requested based on the preceding remarks. If at any time the Examiner believes that an interview would be helpful, please contact the undersigned.

Respectfully submitted,

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